



Feature

Make your Royal Mail Mailmark® with RISO's ideal solutions

By being creative and innovative, and by utilising the right technology and equipment, mail houses and marketers can for the first time fully bridge the gap between offline and online campaigns.

That's the shared view of Royal Mail, which has developed the innovative Mailmark® machine-readable bar code tracking system, and RISO, the inkjet printer manufacturer, whose Wrapping Envelope Finisher is Mailmark ready.

Royal Mail has invested millions into developing its Mailmark solution, and is working with customers and suppliers to migrate their mail on to the new service.

It's an ambitious programme, but, says Royal Mail's John Kitchen, who has played a key role in developing Mailmark, the potential use of their system could change how marketers bridge the gap between traditional and electronic campaigns,

He said: "We are investing in the future of letters, and Mailmark offers a new and exciting way of being able to compete with other platforms, such as the web.

"We have developed it so that we use only half of the barcode for Mailmark. The other half is free for customers to use in new and innovative ways.

"Never before has there been the ability to do such exciting things with mail and people should be taking advantage of the capability it offers. For the first time for bulk mail, people can have visibility throughout the whole process.

"Some are getting it and some are using it, while others are thinking about what more they could be doing and so there is a maturity curve through the industry."

John suggests that innovative thinking is key. For example, the barcode could be used in conjunction with a smartphone and, when people scan it with an appropriate app, they can be taken directly to a web page.

The web page might offer discounts on products, for example, or be a way for the end user to record that they have received the mail piece.

John said: "It could be a great way of bridging the gap between offline and online. We are reticent about prescribing what it can be used for as it is for customers to use in as creative a manner as they see fit.

"From a marketer's point of view Mailmark provides the opportunity to interact with customers in new ways.

The potential of Mailmark is one that Mailing Houses and marketers should be grasping with both hands, says Mike Murphy, from RISO, the inkjet printer manufacturer whose solutions are ideal for production print, commercial printers and mail houses.

Its innovative Wrapping Envelope Finisher is unique in the market. Reducing time, cost and resource, the Wrapping Envelope Finisher gives a user the power to complete individually personalised full colour mailing pieces from white paper to post ready to finish, all in one small footprint.

For the first time with any machine, users produce a mailing piece, seal it using envelope forms that have been specially made for the application and fulfill a complete task.

Mike and the RISO team have been working closely with the Mailmark team, with the Wrapping Envelope Finisher solution undergoing rigorous testing and monitoring to ensure that it can be used effectively with Mailmark.

Thousands upon thousands of pieces of mail have been tested to ensure they meet Royal Mail's product specifications and RISO have worked with the Mailmark team to ensure the device is compatible with Mailmark.

Mike said: "Just like Mailmark, the Wrapping Envelope Finisher is a unique solution, and its potential is limited perhaps only by people's creativity. Ideal for bulk mailings, it is crucial that the print output meets the Mailmark requirements.

“We worked with the team to ensure that our device, the Wrapping Envelope Finisher, can be utilised by those who are harnessing the power of Mailmark. Printers have to be able to cope with the speed, accuracy and efficiency of mailing, but also mirror the ability to produce unique mailings.

“When thinking about what Mailmark can be used for, it is critical that people also think about how they are going to print it. There is no point to having a creative, innovative marketing campaign if they cannot rely on their printer to produce what they need and when they need it.”

And Mike added: “When coupled with the right print device, Mailmark can open up new avenues for print businesses and that’s why it’s important to get on board and get it right.”

Royal Mail is pushing the power of Mailmark, so it makes common sense to use printers that are up to the task. The combination of both mean that the marketers and mail houses have powerful tools in their armoury.

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PICTURE



Picture: RISO's Wrapping Envelope Finisher.

NOTES TO EDITORS

For more information about this press release, please call Wayne Swiffin on 07854 689914 or email wayneswiffin@mandatumpr.co.uk.

RISO KAGAKU CORPORATION (RISO)

RISO is the leading manufacturer and distributor of high-speed inkjet printers and digital duplicators. RISO strives to create fundamentally unique products in paper-based communication through an approach that emphasizes productivity, cost containment, and versatility. RISO products are used in over 180 countries and regions worldwide in various settings that include businesses, schools, governments and public agencies.

For more about RISO in the UK, visit www.riso.co.uk